

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
311061-1	10/07/12	October 2012	10/01/12 - 10/07/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
919 Prince Street
Alexandria, VA 22314

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Advertiser	Product	Estimate Number
Bogdanoff / Republican / Se	Ellyn Bogdanoff Campaign	463

Flight Dates	Order #	Alt Order #
10/01/12 - 10/07/12	311061	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/01/12	10/07/12	M-F 6-7a	6-7a	1111---	:30	4	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 1111--- 4 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/01/12 5:59 AM M-F 6-7a 6-7a :30 BGGTV12002HD \$500.00 NM 2 WPTV Tu 10/02/12 5:58 AM M-F 6-7a 6-7a :30 BGGTV12002HD \$500.00 NM 3 WPTV W 10/03/12 6:37 AM M-F 6-7a 6-7a :30 BGGTV12002HD \$500.00 NM 4 WPTV Th 10/04/12 6:08 AM M-F 6-7a 6-7a :30 BGGTV12002HD \$500.00 NM									
2	10/01/12	10/07/12	M-F 7-9a	7-9a	1111--	:30	5	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 1111-- 5 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/01/12 8:46 AM M-F 7-9a 7-9a :30 BGGTV12002HD \$500.00 NM 2 WPTV Tu 10/02/12 8:49 AM M-F 7-9a 7-9a :30 BGGTV12002HD \$500.00 NM 3 WPTV W 10/03/12 8:43 AM M-F 7-9a 7-9a :30 BGGTV12002HD \$500.00 NM 4 WPTV Th 10/04/12 8:59 AM M-F 7-9a 7-9a :30 BGGTV12002HD \$500.00 NM 5 WPTV F 10/05/12 8:26 AM M-F 7-9a 7-9a :30 BGGTV12002HD \$500.00 NM									
3	10/01/12	10/07/12	M-F 9-10a	9-10a	1-11---	:30	3	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 1-11--- 3 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/01/12 9:59 AM M-F 9-10a 9-10a :30 BGGTV12002HD \$550.00 NM 2 WPTV W 10/03/12 9:50 AM M-F 9-10a 9-10a :30 BGGTV12002HD \$550.00 NM 3 WPTV Th 10/04/12 9:51 AM M-F 9-10a 9-10a :30 BGGTV12002HD \$550.00 NM									

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Advertiser		Product	Estimate Number
Bogdanoff / Republican / S		Ellyn Bogdanoff Campaign	463

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/01/12	10/07/12	M-F 10-11a	10-11a	11--1--	:30	3	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 11--1-- 3 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/01/12 10:26 AM M-F 10-11a 10-11a :30 BGGTV12002HD \$150.00 NM 2 WPTV Tu 10/02/12 10:46 AM M-F 10-11a 10-11a :30 BGGTV12002HD \$150.00 NM 3 WPTV F 10/05/12 M-F 10-11a 10-11a :00 \$150.00 NM See MG 7.4,7.5,7.6									
5	10/01/12	10/07/12	M-F 12n-1p	12-1p	1111---	:30	4	\$135.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 1111--- 4 \$135.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/01/12 12:14 PM M-F 12n-1p 12-1p :30 BGGTV12002HD \$135.00 NM 2 WPTV Tu 10/02/12 12:22 PM M-F 12n-1p 12-1p :30 BGGTV12002HD \$135.00 NM 3 WPTV W 10/03/12 12:20 PM M-F 12n-1p 12-1p :30 BGGTV12002HD \$135.00 NM 4 WPTV Th 10/04/12 12:39 PM M-F 12n-1p 12-1p :30 BGGTV12002HD \$135.00 NM									
6	10/01/12	10/07/12	M-F 5-530p	5-530p	111----	:30	3	\$585.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 111---- 3 \$585.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/01/12 5:27 PM M-F 5-530p 5-530p :30 BGGTV12002HD \$585.00 NM 2 WPTV Tu 10/02/12 5:27 PM M-F 5-530p 5-530p :30 BGGTV12002HD \$585.00 NM 3 WPTV W 10/03/12 5:11 PM M-F 5-530p 5-530p :30 BGGTV12002HD \$585.00 NM									
7	10/01/12	10/07/12	M-F 530-6p	530-6p	--111--	:30	3	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --111-- 3 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 M-F 530-6p 530-6p :00 \$500.00 NM See MG 7.4,7.5,7.6 2 WPTV Th 10/04/12 M-F 530-6p 530-6p :00 \$500.00 NM See MG 7.4,7.5,7.6 3 WPTV F 10/05/12 M-F 530-6p 530-6p :00 \$500.00 NM See MG 7.4,7.5,7.6 5 WPTV F 10/05/12 10:29 PM dateline 10-11p :30 BGGTV12002HD \$1,000.00 NM MG for 4.3,7.3,7.2,7.1 6 WPTV Sa 10/06/12 5:28 AM SA 5-6am News 5-6a :30 BGGTV12002HD \$50.00 NM MG for 4.3,7.3,7.2,7.1 4 WPTV Sa 10/06/12 9:22 PM Notre Dame 12p-11p :30 BGGTV12002HD \$600.00 NM MG for 4.3,7.3,7.2,7.1									
8	10/01/12	10/07/12	M-F 11-1135p	11-1135p	11-1---	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 11-1--- 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/01/12 11:24 PM M-F 11-1135p 11-1135p :30 BGGTV12002HD \$600.00 NM 2 WPTV Tu 10/02/12 11:11 PM M-F 11-1135p 11-1135p :30 BGGTV12002HD \$600.00 NM 3 WPTV Th 10/04/12 11:29 PM M-F 11-1135p 11-1135p :30 BGGTV12002HD \$600.00 NM									



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Bogdanoff / Republican / S		Ellyn Bogdanoff Campaign	463

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	10/01/12	10/07/12	Sa 8-10a	8-10a	-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 9:46 AM Sa 8-10a 8-10a :30 BGGTV12002HD \$300.00 NM									
10	10/01/12	10/07/12	Sa 6p	6-630p	-----S-	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S- 1 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 6:28 PM Sa 6p 6-630p :30 BGGTV12002HD \$350.00 NM									
11	10/01/12	10/07/12	Su 8-9a	8-9a	-----S	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 8:47 AM Su 8-9a 8-9a :30 BGGTV12002HD \$350.00 NM									
12	10/01/12	10/07/12	SU 10-11am To the Point	10-11am	-----S	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 10:46 AM SU 10-11am To the Point 10-11am :30 BGGTV12002HD \$250.00 NM									
13	10/01/12	10/07/12	Su 6p	6-630p	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 6:10 PM Su 6p 6-630p :30 BGGTV12002HD \$600.00 NM									

Total Spots 32 Gross Total \$14,045.00

Payment Terms 30 Days

Agency Commission \$2,106.75
Net Amount Due \$11,938.25